



Wisconsin Department of Transportation Strategic Directions

2004-05

Mission

Vision

Values

Emphasis areas

Strategic actions

Mission

Provide leadership in the development and operation of a safe and efficient transportation system

Vision

Dedicated people creating transportation solutions through innovation and exceptional service.

Values

Accountability

Being individually and collectively responsible for the impact of our actions on resources, the People we serve and each other.

Attitude

Being positive, supportive and proactive in our words and actions.

Communication

Creating a culture in which people listen and information is shared openly, clearly and timely—both internally and externally.

Excellence

Providing quality products and services that exceed our customers' expectations by being professional and the best in all we do.

Improvement

Finding innovative and visionary ways to provide better products and services and measure our success.

Integrity

Building trust and confidence in all our relationships through honesty, commitment and the courage to do what is right.

Respect

Creating a culture where we recognize and value the uniqueness of all our customers and each member of our diverse organization through tolerance, compassion, care and courtesy to all.

Teamwork

Creating lasting partnerships, both inside and outside the organization. Maintaining and strengthening those relationships as we work together to identify and achieve mutual goals.

Emphasis areas

Maintain a quality workforce

The success of the department's programs relies on maintaining a well-trained and diverse workforce. The department must assess replacement and recruitment needs for the next five years and ensure that managers and staff experts provide the training, guidance, direction and mentoring necessary to lead the department to meet future needs. Employee initiative must be encouraged and recognized. While maintaining a high-quality workforce, we must seek and value the expression of diverse perspectives and foster an organizational culture that is tolerant, recognizes individual differences and actively recruits and prepares a diverse population for advancement.

Anticipate and meet our customers' needs

As a public agency, our primary customers are the residents of Wisconsin, whose resources support our programs. The department must strive to understand what the public values and deliver products and services that reflect those values and meet needs. Although the needs of individuals should be considered, they must be balanced with those of society. The department will continue the implementation of performance measures in terms that are meaningful to our customers to further public accountability and enhance the efficient use of resources.

Increase efficiency

We have an obligation to develop processes that result in cost-effective products and services for our customers. We must maximize the ability of the existing infrastructure to serve transportation demand. We must encourage teamwork and innovation. We must continually improve the management, evaluation and deployment of technology. We must monitor our costs and out-put and be responsible stewards.

Promote transportation safety

WisDOT is committed to making the safety of the traveling public our top priority in maintenance, development and enforcement on our highway system. We will design, build and operate highways that minimize the risk of our customers, and will emphasize training, licensing and enforcement for the safe operation of the facilities and the drivers and vehicles that use those facilities.

Create economic opportunities

WisDOT has a critical role in sustaining and growing Wisconsin's economy. An efficient transportation system has positive impacts on total economic output by enhancing productivity and reducing the cost of producing and distributing products and services in Wisconsin. WisDOT's balanced multi-modal approach to long-range planning ensures a comprehensive transportation infrastructure that promotes job creation and fosters a competitive business climate.

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The department can also directly focus resources to attract jobs to Wisconsin, enabling us to be a catalyst for economic development. Verification procedures, processes and technology produce secure, tamper-resistant products that prevent fraud and identity theft and meet business and financial community needs. Efficient licensing and registration programs are a competitive advantage for the state.

Strategic actions 04-05

Maintain a quality workforce

Goal: Develop an organization that supports an adaptable workforce.

Action: Acknowledge the need for and begin the dialog toward achieving flexibility and movement among classifications in order to maintain job security for our existing employees in uncertain times.

Sponsors: Brenda Brown/ Rory Rhinesmith

Goal: The open and timely communication of accurate information is an important component of creating a workforce that is responsive to change. By 2005, the DOT Employee survey results will show an improvement in how employees rate internal communications.

Action: This project is focused on developing the mechanisms that will improve internal communications.

Sponsor: Lynne Judd

Promote transportation safety

Goal: Reduce crashes, injuries and fatalities on Wisconsin highways.

Action: Utilize increased education and enforcement to reduce speeding and impaired driving crashes and to increase safety belt use. Improve the design of roadways through engineering to reduce crashes.

Sponsor: David Collins

Create economic opportunities

Goal: Improve WisDOT's image as a catalyst for economic development.

Action: Develop an education plan focused on communicating critical information related to the Department's programs and projects that support the Governor's "GROW Wisconsin" initiative.

Sponsor: Mark Wolfgram

Anticipate and meet customer needs

Goal: Improve public service and department efficiency through the application of technology.

Action: Identify business initiatives to improve public service or internal efficiencies that are to be implemented in the next two to five years that would benefit from the use of technology.

Sponsor: Bev Larson

Increase efficiency

Goal: Improve responsiveness and reduce paperwork.

Action: Streamline departmental approval processes with defined time frames and appeals processes.

Sponsor: Kevin Chesnik